

Clayton M. Tarantino - Copywriter

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Copywriting Experience

Weber Associates - B2B Advertising Agency in Columbus, Ohio (Remote)

B2B Copywriter

September 2023–Present

- COPYWRITING: Dedicated copywriter for T-Mobile for Business client
 - **B2B and Internal Content:** Use case guides, whitepapers, RFPs, single-page flyers, and training slide decks
- EDITING: Edit client and coworker pieces for public-facing use
 - **Editing Tasks:** Substantive content edits, style edits to match brand style guide, and line-by-line copyediting
- ACCOUNT MANAGEMENT: Meet with clients to pitch creative; oversee handoff to copy and design

Popular Living - Online Lifestyle Magazine

Freelance Writer

September 2023–March 2024

- Areas of expertise: Health/Wellness, Entertainment, and Technology

Leads-IQ - Leads Generation Startup in Chicago, Illinois

Content Coordinator

July 2021–September 2023

- CONTENT CREATION: Plan, research, write, copyedit, design, and publish (via HTML) hundreds of website content pieces for variety of verticals
 - **Web Content:** Long-form product reviews, blog-style articles, promotional offers, bullet-style company USPs, website pop-ups, FAQs, and informational below-fold pieces
 - **Verticals:** Online Psychics, Meal Delivery (Home Chef), Pet Insurance, Moving Companies, Home Warranty, Wine Clubs (Firstleaf), Mobile Wireless Providers (Mint Mobile), and Gold Sellers
- EDITING: Strategize, create briefs for, manage, and copyedit pieces completed by freelance writers
- WEB TESTING: Create A/B-style website content tests, interpret results, and implement into tests
- GOOGLE ADS: Research, write, test, and review KPIs of PPC (Google) ad headlines and descriptions

Clearlink - Digital Marketing Company in Salt Lake City, Utah (Remote)

Copywriter - Multi-Vertical

December 2020–July 2021

- COPYWRITING: Wrote creative and technical copy for a variety of digital marketing materials: video ads, display ads, email campaigns, SEO/PPC-optimized domains and subdomains, news articles, and PPC (Google) ads
 - **Audience variety:** B2B, B2C, Outreach/PR, Insurance, and Contract
 - **Vertical variety:** Telecommunications, HVAC, Insurance, Journalism, and Security

Junior Copywriter - B2B

August 2020–December 2020

- COPYWRITING: Sole copywriter on B2B team, juggling brand voice of 5 telco clients
 - **Web Content:** Create diverse marketing content including PR campaigns, email campaigns, display advertisements, PPC/SEO-optimized homepages, and PPC ads

Copywriter Intern - Multi-Vertical

June 2020–August 2020

Education

Miami University - Oxford, Ohio

August 2016–December 2019

BA Professional Writing; BA Psychology